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ATLANTA CITY COUNCIL

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December 29, 2006

07-C-0120

Lisa Borders, President
City of Atlanta Council
55 Trinity Avenue, S.W.
Suite 2900
Atlanta, Georgia 30303

Dear President Border,

It is my great pleasure to nominate Jill Redman for an appointment to the Affordable Housing Advisory Board.

As you can see from her attached resume', Jill Redman's background consists of extensive experience in the housing industry. She presently holds a position as Sponsorship Manger for Habitat for Humanity in Atlanta.

I would like to strongly recommend Jill Redman for an appointment to the Affordable Housing Advisory Board. If you have questions, please feel free to contact me.

Sincerely,

Joyce M. Sheperd
Councilmember District 12

JILL REDMAN

1039 Katherwood Drive SW • Atlanta, Georgia 30310 • (404) 234-8486 • redman_jill@hotmail.com

EXPERIENCE

Habitat for Humanity in Atlanta, Inc.; Atlanta, Georgia

Sponsorship Manager, January 2000-present

Oversee house sponsorship program, manage product sales program and fulfill a variety of communications functions for nonprofit affordable housing organization.

- Cultivate relationships with more than 150 house sponsor organizations to meet or exceed annual revenue goal of up to \$3 million and secure commitments for up to 15,000 volunteers to support home construction.
- Research prospects and develop contacts to garner support from faith groups, businesses civic associations, professional organizations, individuals, educational institutions, and other networks to maintain and broaden sponsor base.
- Facilitate unique house sponsor opportunities – all-women, high school student, and interfaith builds.
- Ensure timely receipt and tracking of all sponsor funds, and issuing of related recognition letters.
- Manage product sales program to meet or exceed annual revenue goals.
- Assist development director to create and implement annual communications plan, including public relations, advertising and promotions- in support of the organization's mission. Serve as liaison to pro bono and subcontracted consultants.
- Oversee editing, production and distribution of *Homefront*, Atlanta Habitat's newsletter, delivered to 15,000+ households three times per year.
- Manage production and distribution of Atlanta Habitat's annual report.
- Represent the organization at various community and professional events.
- Experience working with counsel, board of directors, executive director and development director to solicit donations for two significant capital campaigns.

Fletcher Martin Associates; Atlanta, Georgia

Senior Account Manager, March 1998-January 2000

Account Manager, October 1996-March 1998

Supervised teams for major accounts at full service communications agency, including account service, account planning, public relations, media, production, interactive, and creative services. Researched, planned and implemented marketing strategies to increase brand awareness and drive product sales.

- Managed direction of all produced materials, including print and broadcast advertisement, direct mail, corporate videos, employee and customer newsletters, sales collateral, and web sites.
- Directed media planning and buying for print budgets of \$1 million+.
- Researched market trends and perceptions through focus groups and surveys.
- Compiled quantitative reports and annual results of client marketing programs.
- Maintained profitability of accounts through vendor and time-of-staff tracking.

Primedia, Inc.; Atlanta, Georgia

Account Manager, November 1994-October 1996

Account Coordinator, April 1992-November 1994

Managed advertising and public relations programs for sports and entertainment accounts. Successfully utilized print, direct mail, TV radio, video, collateral and press announcements in projects ranging from local client functions to national public events.

- Established and maintained relationships with key media. Presented programs to enhance public relations through media coverage. Organized press announcements and press release distribution.
- Managed media planning and buying for print and broadcast budgets from \$100,000 to \$1,000,000.
- Negotiated in-kind media sponsors for special events.
- Served as liaison with free-lance creative personnel and production vendors.
- Coordinated and managed special events.

EDUCATION

University of Illinois, Urbana-Champaign
Bachelor of Arts, May 1990